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## Office Stakeholder Research

VA.gov CMS: Office

Design Studio

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**VA.gov CMS Team**

#### Conducted February 28, 2018

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# Schedule

## Design Studio

The purpose of is to gain alignment, momentum and quickly get to a prototype or user flow that will help the team seize opportunities and accelerate to user research.

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| **8:30-9:00** |  | *(Design team only) Arrive and set up the room* |
| **9:00-9:10 AM** |  | Intent (Andy L) |
| **9:10-9:15 AM** |  | Purpose |
| **9:15-9:25 AM** |  | Review the 3 scenarios (Jodi) |
| **9:25-9:30AM** |  | Break into teams |
| **9:30-9:45 AM** |  | Content exercise |
| **9:45-10:10 PM** |  | Create/pitch/critique/vote for scenario 1 |
| **10:10-10:35** |  | Create/pitch/critique/vote for scenario 2 |
| **10:35-11:00** |  | Counds of create/pitch/critique/vote for scenario 3 |
| ***11:00-11:30*** |  | *(Design team only) Documentation and clean-up* |

## Post-Studio Milestones

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| **1-2 days** |  | Design team creates storyboards and user flows |
| **3-5 days** |  | Design team makes prototyped |
| **1-2 meetings** |  | Design team shares prototypes with stakeholders |
| **2-3 days** |  | Design team makes iterations |
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# Participants

* Dominique Ramirez, *Digital Media Specialist*
* Gary Hicks, *Director of Digital Media Engagement*
* James Hutton, *Deputy Assistant Secretary for Public Affairs*
* Joshua Tuscher, *Digital Media Specialist*
* Mark Ballesteros, *Director of Field Operations*
* Michael Taylor, *Director of Homeless Veterans Outreach Program & Strategic Comms*
* Randal Noller, *Deputy Director of Media Relations*
* Susan Carter, *Director of Media Relations*
* Tom Thomas, *Deputy Director of Field Operations*
* DSVAers:
  + Lauren Alexanderson
  + Jeff Barnes
  + Jennifer Lee
  + Chris Johnston
  + Meghana Khandekar

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| **Team 1** | **Team 2** | **Team 3** |
| Susan Carter  Randal Noller  Chris Johnston  Lauren Alexanderson | Michael Taylor  Gary Hicks  Joshua Tuscher  Jeff Barnes  Meghana Khandekar | Dominique Ramirez  Mark Ballesteros  Tom Thomas  James Hutton  Jennifer Lee |

# Facilitators

Andy Lewandowski

Jodi Leo

Howie Brande

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# OPIA Content Types

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| --- | --- | --- |
| AppBiosChoice ActEpisodic content (features)Press releasesPublicationsSecretary's travel scheduleSpecial EventsSpeechesVeteran's DayVideosReports |  |  |

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# OPIA Content Types: Tally from OPA site

|  |  |  |
| --- | --- | --- |
| AppBiosChoice ActEpisodic content (features)Press releasesPublicationsSecretary's travel scheduleSpecial EventsSpeechesVeteran's DayVideosReports |  | 1302 **5**  **60**  **105**  **7**  **9**  **130**  **45**  **2**  **5** |

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# OPIA Content Types: Tally from Research

|  |  |  |
| --- | --- | --- |
| Vantage point blogPolicy documentsMedia AdvisoriesSocial MediaFact sheetsAbout key iniativesAppBiosChoice ActEpisodic content (features)Press releasesPublicationsSecretary's travel scheduleSpecial EventsSpeechesVeteran's DayVideosReports |  | |||||||||12 **5**  **60**  **105**  **7**  **9**  **130**  **45**  **2**  **5** |

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# Scenario: Congressional Staffer

As a Congressional Staffer, I need to easily obtain information that is necessary for the committee or member that I work for to conduct proper oversight.

**How do they begin their search for this information? If they could have their ideal, at what point in journey would they arrive at the OPIA and what activities would they be doing?**

## Pain point

I'm not sure if the VA is as transparent as they say they are and I need be able to go to one location or one search result to find all the information that is required to help my busy committee and Congressperson succeed.

## Example

[Christine Hill](http://veteransmemorialcenter.org/dav-2/), a Staff Director, Subcommittee on Health at House Committee on Veterans Affairs

# Journalist with government/military beats

As a journalist who covers government and military beats, I am writing my annual fact-based article about how the VA is providing care for Veterans – including challenges, successes and breakthroughs.

**How do they begin their search? If they could have their ideal, how would the OPIA or support their work?**

## Pain point

There is no centralized location for gathering news across all VA and I need to know the latest updates that are happening within the VA.

## Example

[Leo Shane](https://www.militarytimes.com/author/leo-shane-iii/), covers Congress, Veterans Affairs and the White House for *Military Times*

# VSO Field Representative

As a Field Representative for a local Veteran Services Organization (VSO), I want to obtain the most up date and authoritative information on VA benefits and services so that I can my members get top quality service.

**If a VSO could have their ideal, what would VA digital services offer me? Which resources do they find by using OPIA digital services?**

## Pain point

It’s hard to stay up-to-date with the latest content which is already not the easiest to find.

I'd like the VA to offer up-to-date, authoritative content on VA benefits and services that can be shared with my members.

## Example

George Furis, a Senior Service Officer at [DAV Chapter 123](http://veteransmemorialcenter.org/dav-2/)